



Transition Guidelines: From Kohler to Rehlko Branding

rehlko

Transition Guidelines

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1. Strategic Overview: What's Happening?

As a company, we are authorized to use the Kohler brand until April 2027. However, we have already started promoting the Rehiko brand across all key communication channels (web, social media, trade shows, and events).



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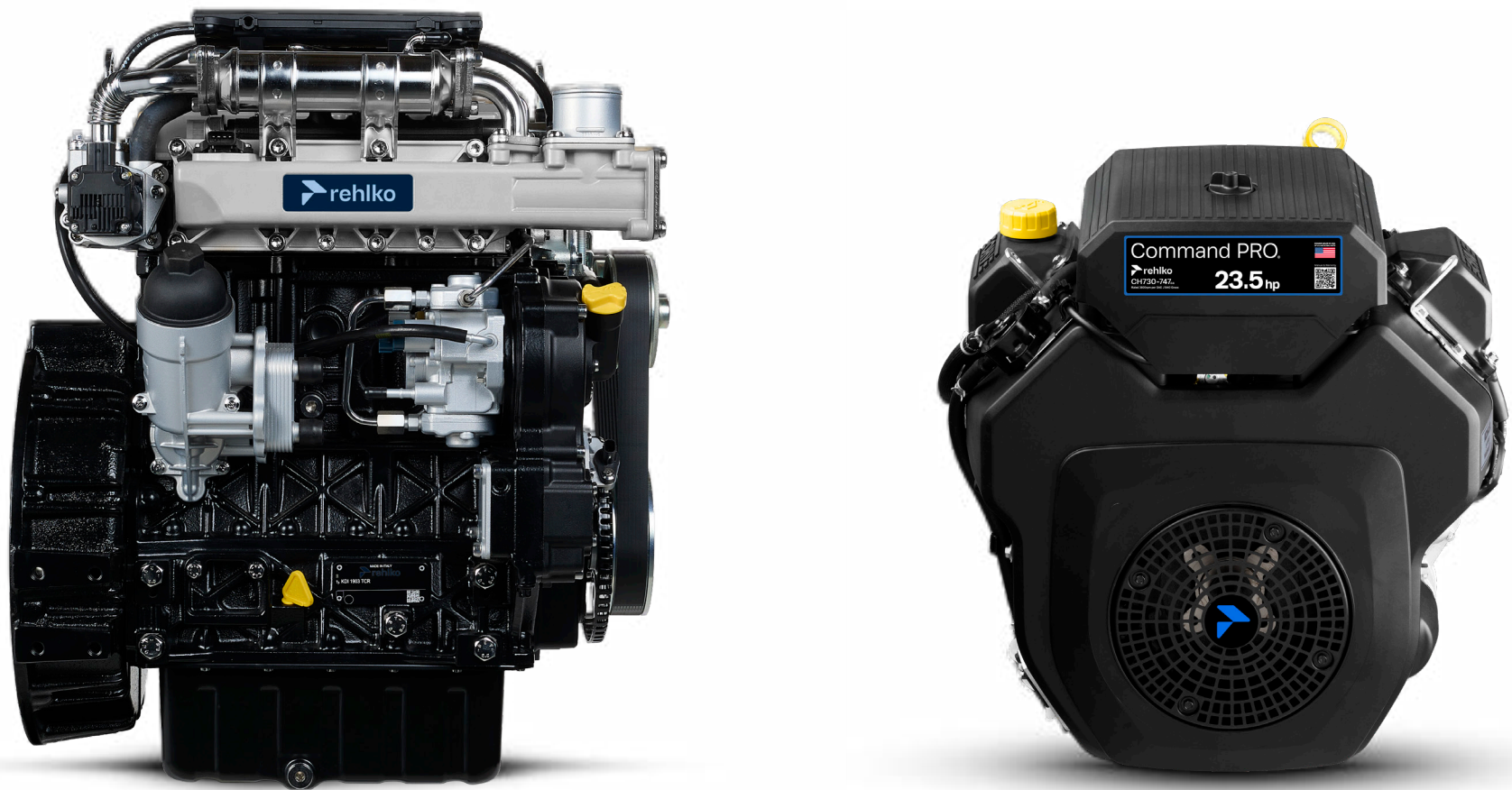
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1. Strategic Overview: What's Happening?

On our products, the transition to the Rehlko brand will occur as follows:

Diesel engines: The Rehlko brand will become visible starting in the first quarter of 2025 for KDI engines, and by the third quarter of 2025 for all other diesel engines. The transition from Kohler to Rehlko branding will be completed once product certifications are updated to reflect the new identity. This process—already initiated with dual branding label —will conclude by April 2027 when all engines will be only Rehlko branded. From this date onward, all machine requiring certification must reflect the Rehlko identity.

Gasoline engines: The transition will occur in a single phase. Starting with the model year 2026 (Q4 2025), all certifications and product labels will be updated to the Rehlko brand (expected completion by the last quarter of 2026). Efforts are being made to ensure a clean transition by the model year, minimizing disruption and avoiding waste of existing stock.



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1. Strategic Overview: What's Happening?

Regarding packaging:

Engines: Rehlko-branded packaging will be introduced starting in the second quarter of 2025.

Spare parts: The branding will change immediately upon depletion of existing Kohler-labeled stock. However, packaging for spare parts will transition more gradually (over the next 12 to 18 months) to allow the market to become familiar with the new brand. New Rehlko-branded spare part boxes will prominently feature the phrase "Recommended for Kohler products" to emphasize authenticity and continuity with Kohler's legacy in the market.



This phased approach ensures adequate promotion of the Rehlko brand while allowing the market to see the new identity gradually introduced on actual products.

For customers, the transition will be seamless. **Product codes for ordering will remain unchanged**, allowing them to continue ordering the same parts without any disruption.



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1. Strategic Overview: What's Happening?



Engines



Packaging



2. What Customers **Can** and **Cannot Do**



3. How We **Support** the Transition



Rebranding
Support



Co-Marketing
Initiatives



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2. What Customers **Can** and **Cannot Do**

While the obligation to discontinue the Kohler brand applies only to us as the manufacturer, customers (primarily OEMs and distributors) have more flexibility. Below is an outline:

What customers **can** do:

- Continue using Kohler-branded products and spare parts in their stock until depleted.
- Use the Kohler brand on their websites or marketing materials if referring to existing Kohler stock.
- Gradually introduce the Rehiko brand to their customers to build recognition for the new identity.

What customers **should** do:

- Begin featuring the Rehiko brand in their communications to align with its growing presence in the market.
- Add stickers, tags, or branding elements to products to help end-users recognize the association between Kohler and Rehiko.

What customers **cannot** do:

- Continue ordering new Kohler-branded products or spare parts after April 2027, as they will no longer be available.

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3. How We **Support the Transition**

We are committed to assisting our customers in adopting and promoting the Rehlko brand. Our initiatives include:

- Rebranding Support
- Co-Marketing Initiatives
- Promotional Activities



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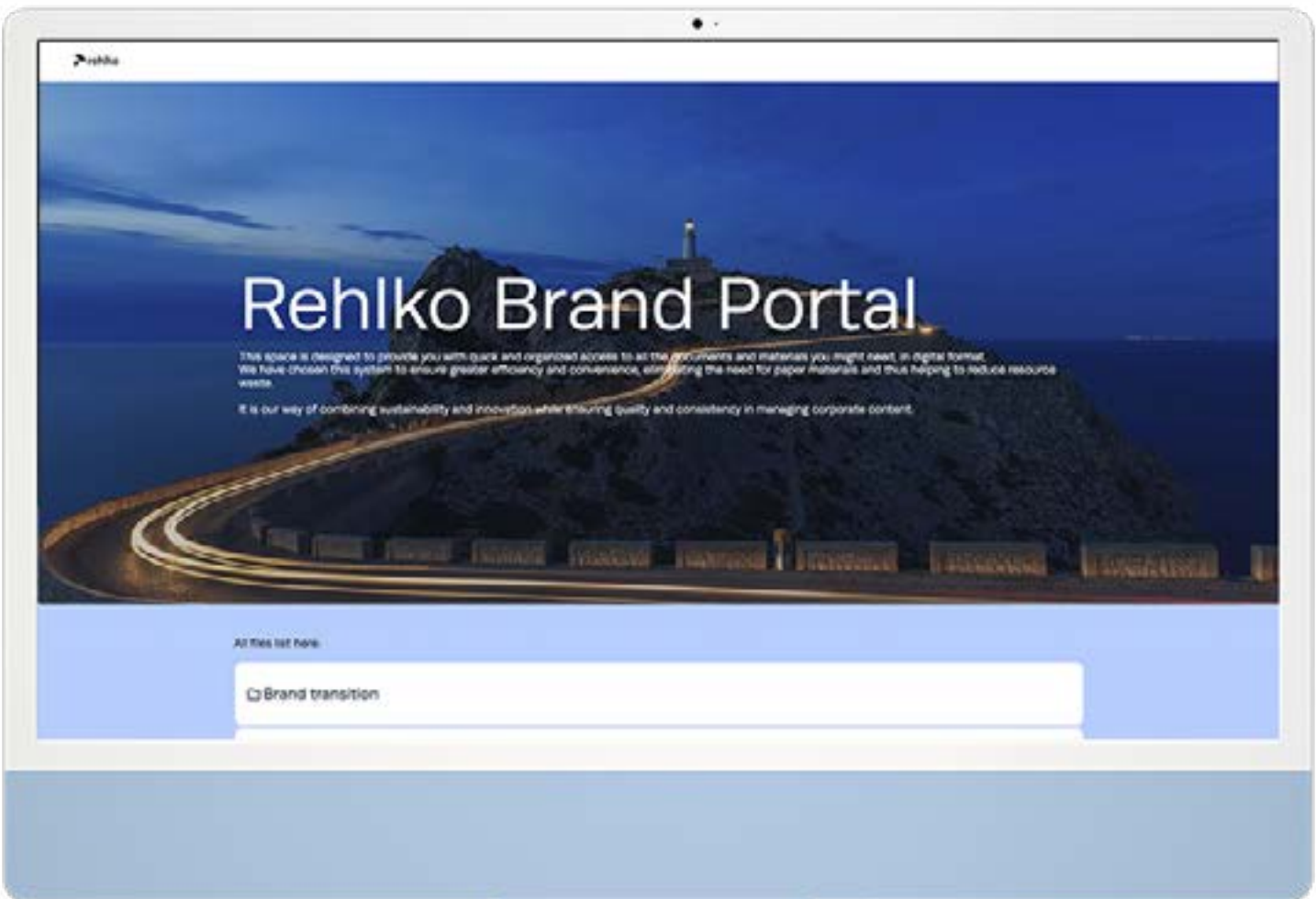
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3. How We Support the Transition

Rebranding Support

1. Rehiko Brand Portal: <https://www.rehiko-downloadhub.com>
- A centralized hub with:
- Visual identity elements (logos, fonts, colors, and images).
 - Engine photography and product guidelines.
 - Rehiko branding materials for customers.
2. Events and Marketing Support:
- Access to the Rehiko Campus for customer events (Italy, Wisconsin, India, China)
 - Custom presentations or content for their marketing materials.
 - Collaboration on co-branded events and promotional materials.



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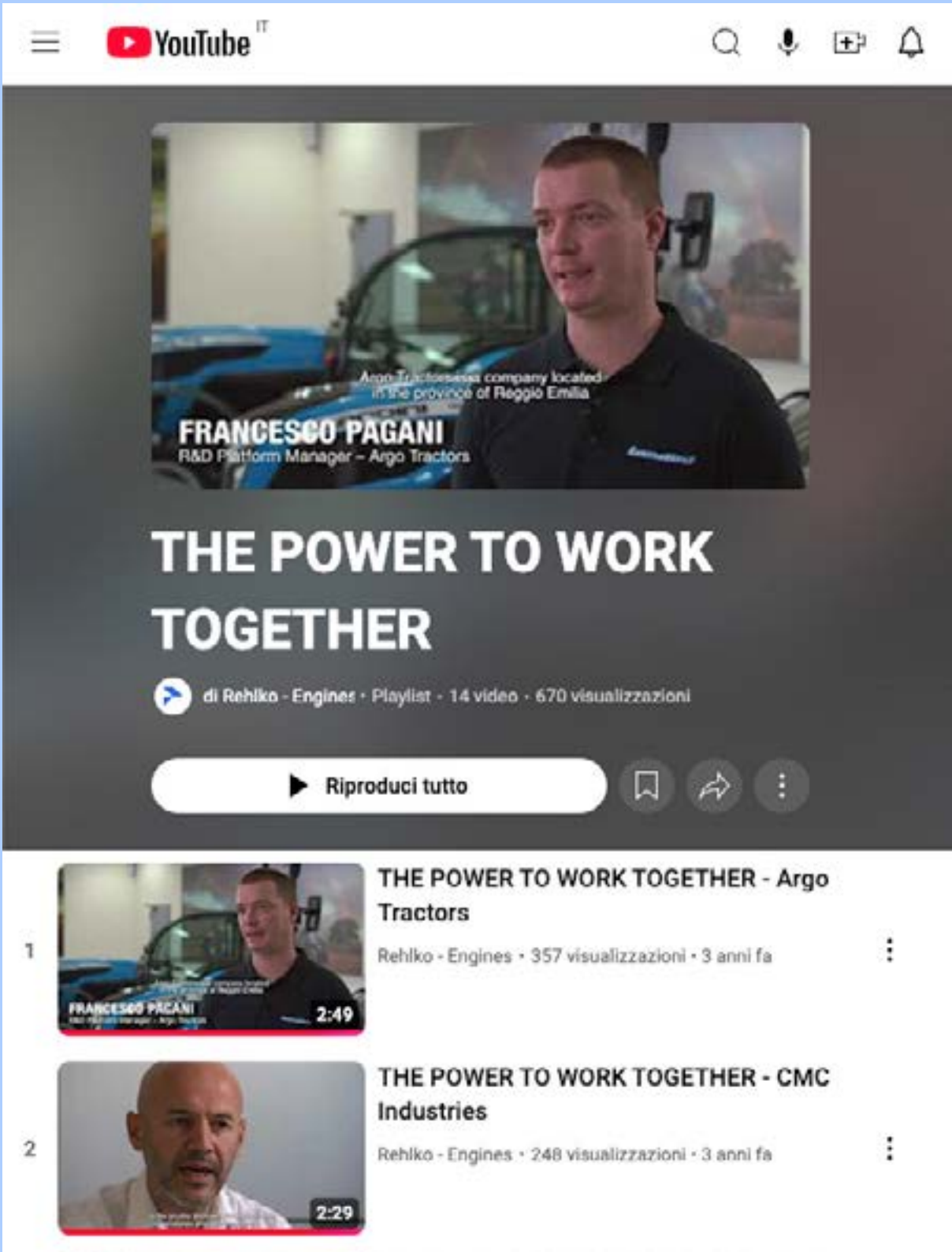
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3. How We Support the Transition

Co-Marketing Initiatives

- Joint campaigns on social media, including success stories, customer testimonials, and videos (e.g., "Why Rehiko").
- Custom stickers, tags, and banners for OEMs to feature at trade shows or in their marketing.



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3. How We **Support** the Transition

Promotional Activities

- Active participation in major events like Bauma 2025, Conexpo 2026 and Equip Expo, showcasing the Rehlko brand.
- Continued presence of our specialists in OEM events to bring the transition message.

